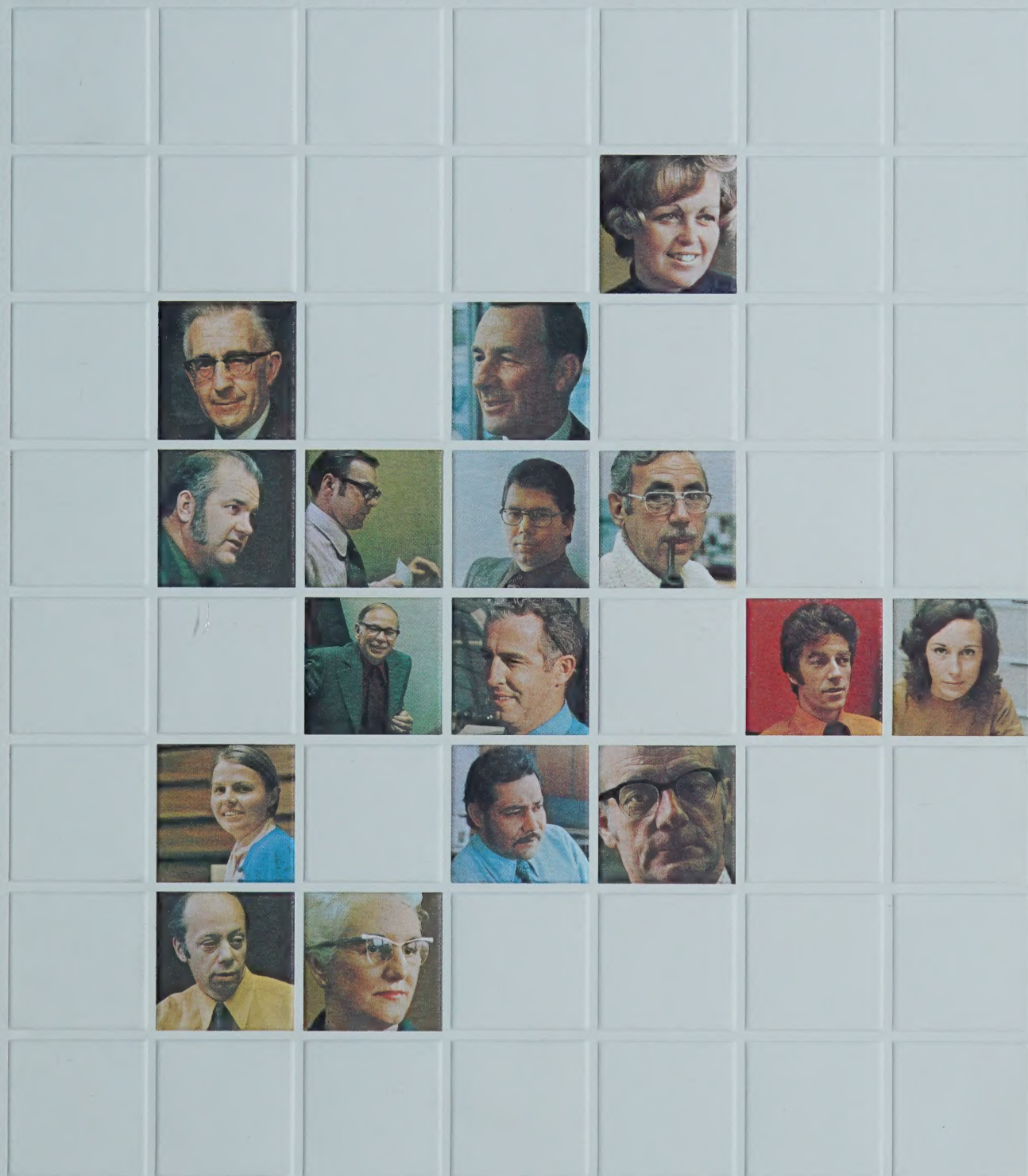


ANNUAL REPORT 1973







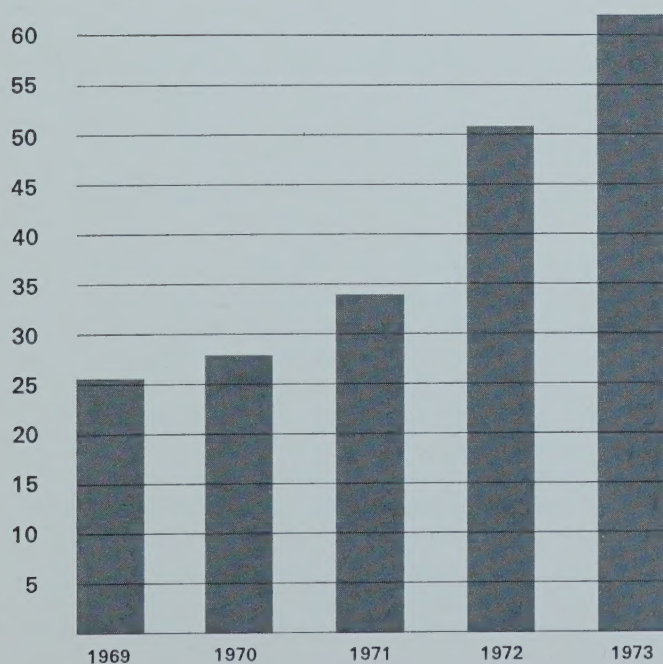
## FINANCIAL HIGHLIGHTS

<b>Operations</b> (thousands of dollars)	<b>1973</b>	<b>1972</b>
Gross Revenue	\$62,426	\$50,327
Net Earnings	1,950	1,518
<b>Financial Position</b> (thousands of dollars)		
Working Capital	12,692	10,174
Long-term Debt	4,500	2,775
Shareholders' Equity	11,520	10,261
<b>Per Common Share</b>		
Net Earnings	\$1.40	\$1.18
*Dividends	.50	.2875
Shareholders' Equity	8.23	7.38

\*Note: The rate shown for 1973 is the basic dividend applicable to the Class A shares.

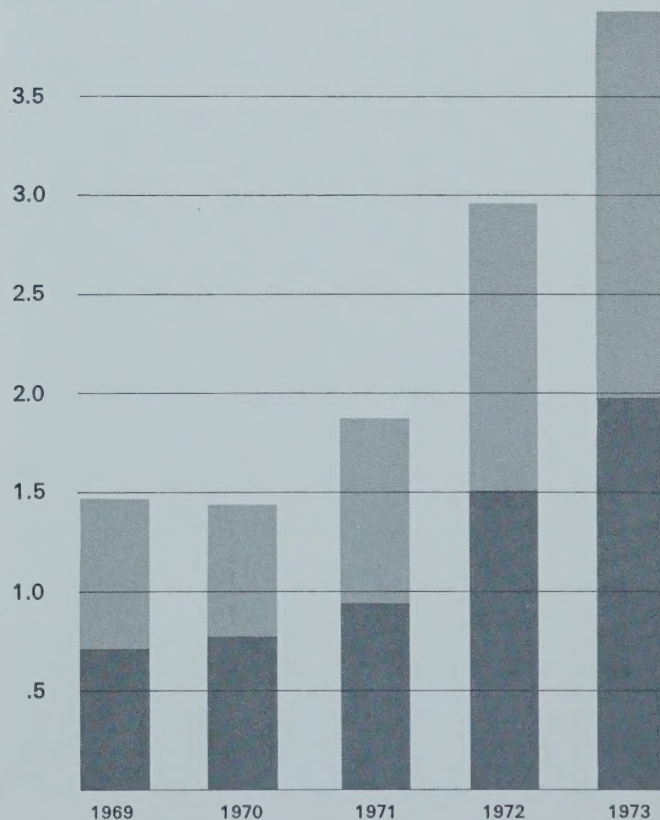
## GROSS REVENUE

MILLIONS



## EARNINGS BEFORE & AFTER INCOME TAXES

MILLIONS

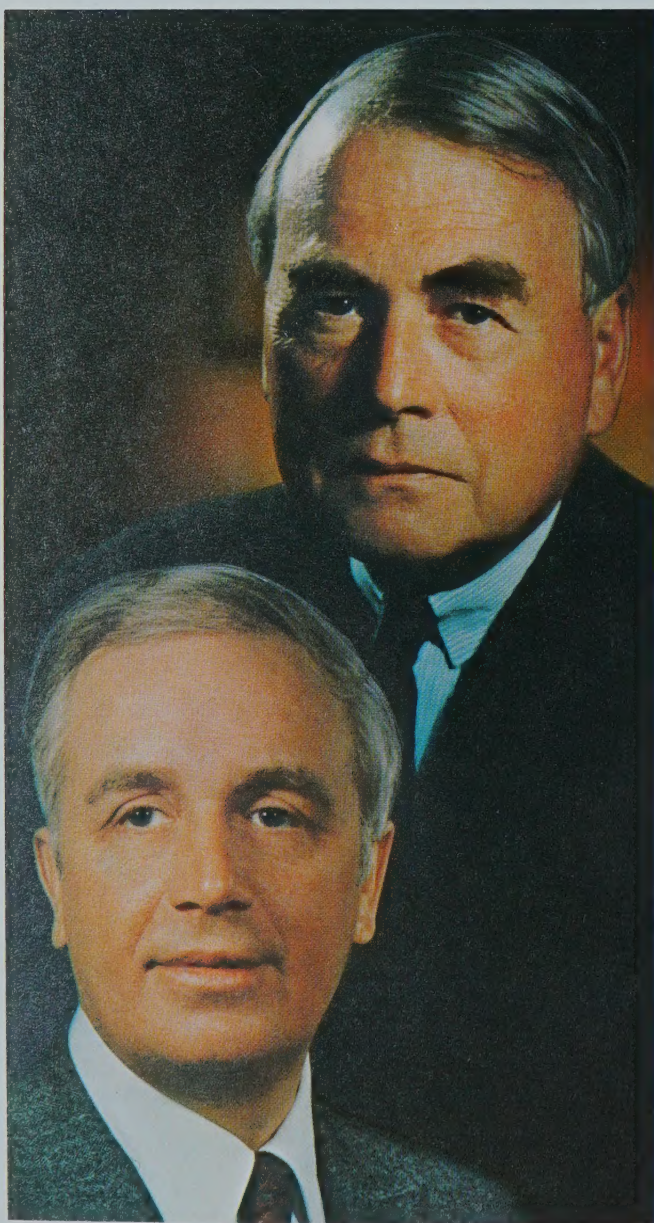




## REPORT TO THE SHAREHOLDERS

Although its ending was clouded with elements of uncertainty, the year 1973 must be recorded as a period of considerable growth for major sectors of the Canadian economy. It is pleasing to report that Wajax participated fully and maintained its steady upward trend in revenues and earnings.

Our consolidated gross revenues increased by a further 24%, reaching \$62,426,000. Net profit for the year at \$1,950,000 was up 28.5% over the previous year, despite an increase in the effective tax rate from 48.0% to 50.3%, while earnings per share, again based on a larger average number of shares outstanding, increased 18.6% to \$1.40.



Outstanding contributions to this pattern of growth were made by the equipment distribution side of the business generally and by the Smith Bros. manufacturing operation, while Waterous GM Diesel Limited had another excellent year. Geographically, Western operations sustained the momentum demonstrated in recent years; in the East, improvement over past performance was even more marked, especially in the Province of Quebec.

In the more detailed product group reports which follow, there is frequent reference to shortages; these however relate to sharply increased demand, and have stimulated manufacturers (including our own manufacturing units) to increase production capacity. While relative shortages in some areas are expected to continue during 1974, they should not have any extreme effect upon sales growth.

In July, 1973, Wajax acquired a majority interest in Chas. Niedner's Sons Limited, Coaticook, Quebec. Formerly U.S. owned, Niedner's is an old established manufacturer of linen fire hose, supplying all branches of fire control. The minority interest is held by a leading European fire hose manufacturer, A. Haberkorn & Co. KG of Freistadt, Austria, bringing a valuable technological contribution to the modernization and expansion of this business. Both Niedner's and Haberkorn have been major suppliers of Wajax forestry hose for many years.

During the year much attention was paid to the expansion and upgrading of our facilities. A fine new building adjacent to the Smith Bros. plant now houses all of our Toronto distributing business except Materials Handling, which thus enjoys sole use of the existing Leaside premises, suitably refurbished. In Edmonton, spacious and attractive accommodation was found for our Wajax Industries operation, enabling Waterous GM Diesel Limited to expand into badly-needed space in the building previously shared. New Western satellite branches were opened in Nanaimo and Cranbrook, B.C. and in Fort McMurray, Alberta, while in the East some duplication was eliminated by closing the Sudbury branch and covering this territory from our substantial North Bay facility.

Even greater emphasis has been laid upon the development of our human resources. It is not an accident that this year's Report is people-oriented; we have no priority higher than the proper deployment of the great pool of talent and experience now embodied in the Wajax group. To this end there has been constant evolution of our organizational structure; constant effort to improve operational procedures; constant attention to the training of specialists and the development of management. We are deeply committed to the concept of decentralization, with independent and accountable profit centres directed and coordinated by a very small executive office group—a flexible and resilient corporate structure, adapt-



able to the varying business environments of the large territory we cover.

As part of this evolution a specialized Woodlands marketing group has been created to handle the sophisticated equipment now offered to the tree harvesting sector of the forest industries, and has made an important sales contribution in its first year of operation. We have also taken a significant step in the formation of an Engineered Products group, which will work with selected manufacturers in the development of very large custom-built bulk handling installations for such projects as the Athabaska Tar Sands. Further attention has been given to the refinement of our parts and service operations, including specialist technical training within the various product groups.

Turning now to financial affairs, shareholders will recall that in March, 1973, the Company placed an issue of 8% sinking fund debentures totalling \$4½ million. This financing, which in the light of subsequent events has proven extremely favourable, is reflected in a further increase in working capital to \$12,692,000. Shareholders' equity also increased by \$1,259,000 to \$11,520,000.

As indicated elsewhere in this Annual Report, the Company's progress over the past four years has been most encouraging. Gross revenues have increased at an average compounded annual rate of 25.2% and net earnings by over 29.5%. In this same period working capital has doubled and shareholders' equity is up 94%, while pre-tax earnings as a percentage of total assets, shareholders' equity and gross revenue have all shown marked improvement.

At a Special General Meeting held in September, 1973, shareholders confirmed the reclassification of the Company's share capital into Classes A and B, for the purpose of offering a dividend from tax paid undistributed surplus on the Class B shares, and the first such dividend (amounting to 85% of the equivalent Class A dividend) was paid on October 31, 1973. Basic Class A dividends for the year totalled 50¢, the rate having been increased from 10¢ to 15¢ quarterly with the July 31 payment; a further payment was made January 31, 1974, at the same rate, which has been maintained for the dividend declared payable April 30, 1974.

The Company's Annual General Meeting will be held in the Royal York Hotel, Toronto, on Wednesday, April 24th, 1974 at 11:00 a.m. in accordance with the formal notice enclosed. It will be noted that Col. O. H. Barrett, who has served the Company faithfully as a Director since 1959, will not be standing for re-election, and to fill this vacancy it is proposed to nominate Mr. Gowan T. Guest, a prominent Vancouver lawyer.

New Company appointments during the year included the following:

Wajax Industries Limited  
H. R. Decaire, General Manager, Engineered Products

Wajax Manufacturing Limited  
D. B. Turner, General Manager

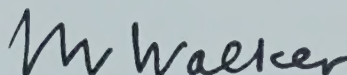
Wajax International Limited  
G. A. A. Hunter, Vice President  
J. Luard, General Sales Manager

Waterous GM Diesel Limited  
A. Schultz, Manager, Calgary Branch

Preliminary indications for 1974 appear favourable to your Company. We cannot ignore the many uncertainties presented by the current world situation, but having weighed all these factors we are encouraged to face the future in a continuing spirit of cautious optimism.

Your Directors recognize that the achievements of the past year reflect the dedication and enthusiasm of our total working force, now numbering close to one thousand people. This is the strength which inspires our confidence, and on behalf of all shareholders we express our deep appreciation.

On behalf of the Board,



J. W. Walker,  
Chairman.



R. W. Chorlton,  
President.

Mr. H. Greville Smith

In our report for the year 1971, we paid tribute upon his retirement to Mr. H. Greville Smith, Chairman of the Board from 1963 and a Director from 1959. The years of Mr. Smith's responsibility were those in which a faltering enterprise was revitalized and rebuilt into today's vibrant organization.

It is therefore with great sorrow that we record Mr. Smith's untimely death on February 19, 1974. We have lost a friend whose fellowship and counsel will always be remembered by those who knew and worked with him.



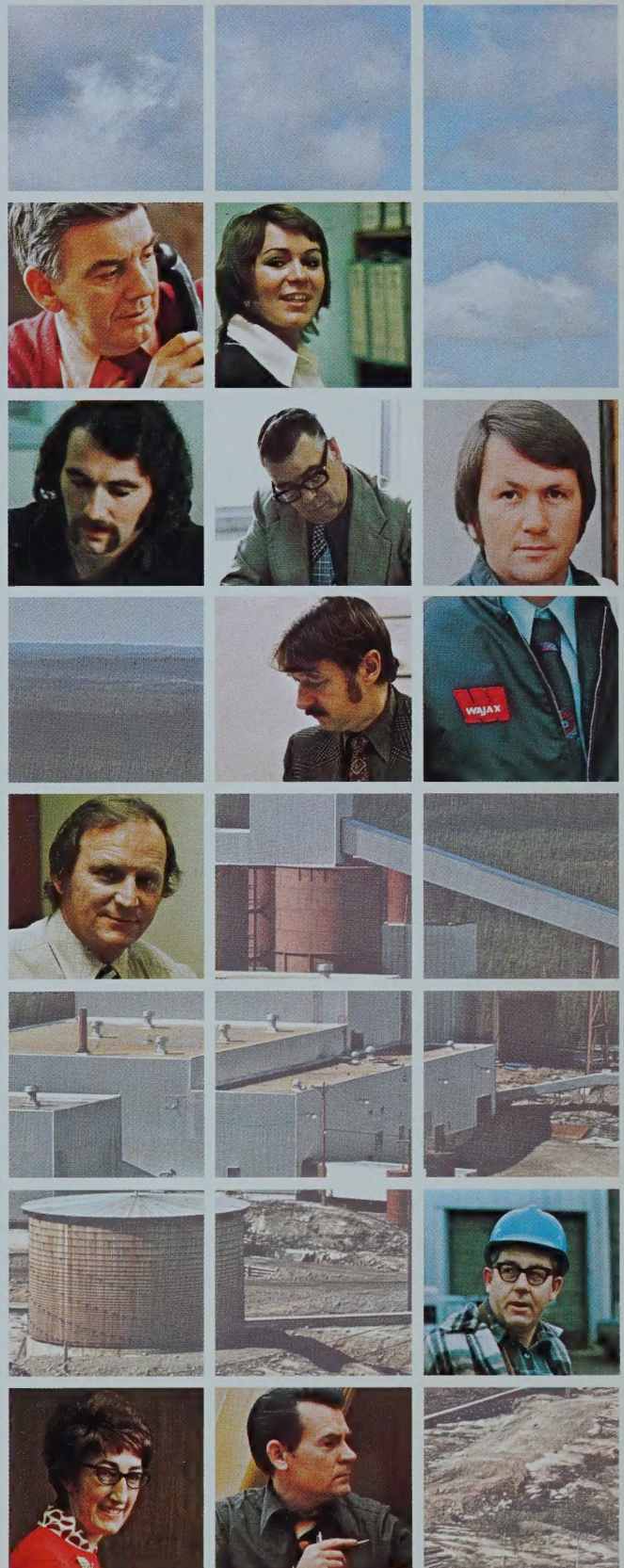
## MINE EQUIPMENT

Not an outstanding sales year in this sector, 1973 nevertheless showed significant improvement over the preceding period, with a marked upswing in demand developing during the second half. New installations were limited in number, but labour shortages coupled with sharply increased world metal prices focussed intense interest upon the productivity of existing plants.

The common denominator of the entire range of Wajax equipment is its bearing upon productivity, and consequently there was a steady requirement for new machinery, as well as an upsurge in spare parts sales. Pressure to increase potash production, emerging late in the year, stimulated demand for conveyors and belting, while rubber mill linings, pumps and load-haul-dump equipment participated in a generally active market. The increase in Trelleborg rubber sales reflected the increased tonnage of ore being ground in rubber-lined mills during the year.

During the year, Eimco's newest load-haul-dump unit, the 10 cubic yard capacity Model 920, was introduced to the Canadian Market, and one of these machines is now on its way to a British Columbia copper producer. The development of large open pit mines in Western Canada has also expanded the market for American Steel Foundries' "Wearpact" replaceable excavator shovel teeth. Our new branch operation at Cranbrook, B.C. will greatly improve our service in this area.

Indications are that a high level of activity will be maintained in 1974, due to rising world demand for metals, oil, and other energy sources. The increasing pace of oil exploration and the huge developments required to bring the Athabaska Tar Sands into production have led to the opening of a further branch operation in Fort McMurray, Alberta. In these circumstances, equipment availability will continue to present problems, none of which should exceed the capabilities of the leading industry manufacturers whom we represent.





## DIESEL ENGINES

The Company's subsidiary Waterous GM Diesel Limited enjoyed a record year in its sales territory comprising Alberta, the Yukon and the western part of the Northwest Territories. Availability of product was the principal limiting factor, but a farsighted inventory program and excellent cooperation throughout the dealer network enabled Waterous to maintain a high level of service to its customers.

Outstanding results were obtained, not by any dramatic new development, but by building steadily upon the solid market base already established. Oil exploration activity continued at a high level, and there were substantial increases in trucking fleets serving the coal and pulp and paper industries. Detroit Diesel engines enjoyed growing popularity with Alberta's aggressive tracked vehicle manufacturers.

Investment in improved facilities already in place, together with an expanded dealer network, qualifies Waterous to improve its share of these growing markets, continuing to emphasize the very high degree of personnel training and technical competence which sustain its position of leadership. An added bonus will be the introduction in mid-1974 of the new Detroit Diesel 92 series of engines, filling (in the V-8 configuration) an existing gap in the 350 - 400 horsepower range.





## UTILITIES

Following upon our licensing agreement for Pitman products with A.B. Chance Company in 1972, we can now review the first full year's experience in marketing the expanded product line. Manufactured in our Smith Bros. Motor Bodies plant in Toronto, the complete range of Pitman aerial devices and cranes is now distributed through the country-wide facilities of Wajax Industries Limited, supplemented by three independent dealers in the Maritime provinces and one in Sault Ste. Marie. Necessary re-structuring was taken in stride, with results fully justifying the new concept. Sales of the Pitman "Hydra-Lift" crane and the SKB auxiliary truck crane, both to public utilities and in the major construction equipment market, fulfilled our best expectations.

In spite of such concentration upon the overhead equipment lines, there has been continued strong demand for the custom utility truck bodies from which the Smith Bros. operation takes its name, a steady run-of-the-mill business profitably complementing the more dramatic overhead devices.

New products developed in 1973 included the 31 ft. insulated Pitman "Mobil-lift" aerial bucket, introduced as a ladder replacement for utility service, which is being well received. Sales effort in Central and South America has already resulted in a substantial order from a public utility in Brazil and is expected to produce further orders from those areas during 1974, while demand from the domestic market will likely extend our production capacity to its limit.





**CONSOLIDATED STATEMENT OF EARNINGS**  
**FOR THE YEAR ENDED DECEMBER 31**

	1973	1972
Gross revenue	\$62,426,125	\$50,326,847
Earnings before the undernoted items – Note 5	\$ 4,271,655	\$ 3,146,216
Interest on long term debt	343,693	226,650
Earnings before income taxes	3,927,962	2,919,566
Income taxes	1,977,500	1,402,000
Net earnings for the year	\$ 1,950,462	\$ 1,517,566
Earnings per Class A and Class B share based on the weighted average number of shares outstanding	\$1.40	\$1.18

**CONSOLIDATED STATEMENT OF RETAINED EARNINGS**  
**FOR THE YEAR ENDED DECEMBER 31**

	1973	1972
Retained earnings at beginning of year	\$ 5,026,748	\$ 4,026,287
Net earnings for the year	1,950,462	1,517,566
	6,977,210	5,543,853
Expenses of issue of common shares	—	82,038
Dividends – Note 4	766,800	435,067
	766,800	517,105
Retained earnings at end of year	\$ 6,210,410	\$ 5,026,748



(Incorporated under the Canada Corporations Act)

## ASSETS

On behalf of the Board:

Rev Charles  
Director

*Lin S. Campbell*  
Director

The Shareholders  
Wajax Limited

## AUDITORS

We have examined the consolidated balance sheet of Wajax Limited and subsidiary companies as at December 31, 1973 and the consolidated statements of earnings and retained earnings and source and application of funds for the year then ended. Our examination included a general review of the accounting procedures and such tests of accounting records and other supporting evidence as we considered necessary in the circumstances.

In our opinion these consolidated financial statements present fairly the financial



AS AT DECEMBER 31, 1973

# LIABILITIES

	1973	1972
<b>CURRENT</b>		
Bank indebtedness - secured	\$ 5,940,715	\$ 2,959,509
Accounts payable and accrued liabilities	8,245,858	6,677,056
Notes payable within one year - Note 2	2,785,624	2,194,862
Income and other taxes payable	1,196,745	1,554,308
Dividend payable January 31, 1974	209,932	139,075
Current portion of long term debt - Note 3	—	300,000
	<b>18,378,874</b>	<b>13,824,810</b>

NOTES PAYABLE - Note 2	127,681	129,446
LONG TERM DEBT - Note 3	4,500,000	2,775,000
DEFERRED INCOME	71,607	101,882
MINORITY INTEREST - Note 1	109,984	—

# SHAREHOLDERS' EQUITY

<b>CAPITAL STOCK - Note 4</b>		
Common shares without nominal or par value		
Authorized		
Class A convertible	4,000,000	
Class B convertible	<u>2,000,000</u>	
	<u>6,000,000</u>	
Issued and outstanding		
Class A convertible	1,243,714	
Class B convertible	<u>155,832</u>	
	<u>1,399,546</u>	
	<b>5,310,027</b>	5,234,292
<b>RETAINED EARNINGS</b>	<b>6,210,410</b>	5,026,748
	<b>11,520,437</b>	10,261,040
	<b>\$34,708,583</b>	<b>\$27,092,178</b>

## REPORT

position of the company and its subsidiaries as at December 31, 1973 and the results of their operations and the source and application of their funds for the year then ended, in accordance with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

Ottawa, Ontario  
February 25, 1974

Touche Ross & Co.  
Chartered Accountants





## CONSOLIDATED STATEMENT OF SOURCE AND APPLICATION OF FUNDS FOR THE YEAR ENDED DECEMBER 31

	1973	1972
Source of funds		
From operations		
Net earnings for the year	\$1,950,462	\$1,517,566
Items not requiring an outlay of funds		
Depreciation and amortization	246,745	202,264
Deferred income taxes	58,506	(96,433)
Other	11,740	—
	2,267,453	1,623,397
Increase in long term debt— Note 3	1,725,000	(375,000)
Issue of shares during the year	75,735	1,682,857
Working capital at date of acquisition of subsidiaries acquired during the year	159,096	—
	4,227,284	2,931,254
Application of funds		
Increase in instalment and other receivables	30,835	(31,252)
Purchase of fixed assets— net	576,519	222,689
Debenture issue expense	116,753	—
Purchase of shares of subsidiaries	185,911	66,000
Decrease in notes payable	1,765	130,420
Decrease in deferred income	30,275	(32,223)
Expenses of issue of common shares	—	82,038
Dividends	766,800	435,067
	1,708,858	872,739
Increase in working capital	\$2,518,426	\$2,058,515
Working capital at end of year	\$12,691,971	\$10,173,545

## NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS DECEMBER 31, 1973

### 1. Principles of Consolidation

These consolidated financial statements include the accounts of Wajax Limited and all its subsidiary companies and include the earnings of subsidiaries since acquisition.

During the year the company made the following acquisitions:

Effective May 1, 1973 the company acquired a 100% interest in Chas. Niedner's Sons, Limited. As part of an agreement to acquire technical expertise, the company sold a 40% interest in this company for \$99,005 which is due on or before July 17, 1978.

Effective March 1, 1973 the company acquired a 100% interest in Atlantic Materials Handling Company Limited. The operations of this company have been merged with those of Wajax Industries Limited.

The excess of cost of shares of these subsidiaries over net book value of assets acquired amounted to \$30,850.

Assets and liabilities in foreign currencies have been converted to Canadian dollars at the rates prevailing at December 31, 1973.



## 2. Notes Payable

Represents notes payable to suppliers and finance companies of which \$2,092,628 (\$2,120,447 in 1972) is secured by inventories.

## 3. Long Term Debt

	1973	1972
8¾% Secured sinking fund debentures, Series A, payable March 1, 1993. Annual sinking fund payments, sufficient to retire \$250,000 of the principle amount of these debentures in each of the years 1979 to 1992, commence in 1979. The debentures are redeemable at a reducing premium if redeemed for other than sinking fund purposes	\$4,500,000	\$ —
Loan and debentures repaid out of the proceeds of the 8¾% secured sinking fund debentures	—	3,075,000
Less amount included in current liabilities	—	300,000
	<u>\$4,500,000</u>	<u>\$2,775,000</u>

## 4. Capital Stock

The authorized capital of the company was altered during the year as follows:

- (a) The number of common shares without nominal or par value was increased from 2,000,000 to 4,000,000.
- (b) The 4,000,000 common shares were redesignated as 4,000,000 Class A convertible common shares without nominal or par value.
- (c) 2,000,000 Class B convertible common shares without nominal or par value were created.

The Class A and Class B shares are convertible to shares of the other class on a one for one basis. The rights of the Class A and Class B shares are identical to the previous common shares except that dividends on Class B shares may be paid out of tax-paid undistributed surplus on hand or out of 1971 capital surplus on hand, provided that a dividend is paid on the Class A shares in an amount equal to the dividend on the Class B shares plus any tax applicable thereto.

Dividends declared during the year were as follows:

Class A shares	\$732,297
Class B shares	29,328
Tax applicable to dividends on Class B shares	5,175
	<u>\$766,800</u>

Changes in capital stock during the year were as follows:

	Class A	Class B
Common shares outstanding December 31, 1972 redesignated as Class A shares	1,390,746	—
Options exercised during the year	8,800	—
Class A shares converted to Class B shares	(155,832)	155,832
	<u>1,243,714</u>	<u>155,832</u>

Options, which expire five years after date of grant, are outstanding to purchase 19,000 of the authorized but unissued shares of the company as follows:

	To Directors and Officers	To Employees
Options granted March 7, 1969 at \$5.85 per share	900	—
Options granted August 10, 1972 at \$9.00 per share	5,800	11,300
Options granted August 15, 1973 at \$10.02 per share	—	1,000
Options outstanding as at December 31, 1973	<u>6,700</u>	<u>12,300</u>

## 5. Statutory Information

The following charges have been included in determining earnings for the year:

	1973	1972
Depreciation and amortization	\$246,745	\$202,264
Remuneration of directors and officers		
Fees of 10 directors (11 in 1972), paid by Wajax Limited	39,600	34,400
Remuneration of 8 officers (9 in 1972), of which 4 were directors, paid by Wajax Industries Limited	412,711	303,867

## 6. Contingent Liability

At December 31, 1973 the companies were contingently liable for approximately \$900,000 (\$955,000 in 1972) as guarantors of discounted notes secured by conditional sales contracts.

## 7. Commitments

The company and its subsidiaries have entered into long term leases of varying terms to 1996, for which the maximum net annual rental is \$600,000 (\$455,000 in 1972).

## 8. Employees' Pension Plan

In May, 1973 the Board of Directors approved changes to the company's pension plan which provide for increased benefits to employees upon retirement. Based upon the latest triennial actuarial review of the plan as at December 31, 1972, these improvements create an unfunded liability of approximately \$450,000 which is being funded over eighteen years by annual payments, including interest, of \$36,200.



# TEN YEAR SUMMARY

	Years ended December 31			
	1973	1972	1971	1970
Gross Revenue	\$62,426,000	50,327,000	33,997,000	27,810,000
Pre-tax Earnings	3,928,000	2,920,000	1,863,000	1,462,000
After Tax Earnings	1,950,000	1,518,000	910,000	769,000
Total Assets	34,709,000	27,092,000	23,434,000	17,311,000
Working Capital	12,692,000	10,174,000	8,115,000	6,424,000
Shareholders' Equity	11,520,000	10,261,000	7,578,000	6,481,000
Pre-tax Earnings – as a % of (Note 5)				
Total Assets	11.3	10.8	8.0	8.4
Shareholders' Equity	36.1	32.7	26.5	23.6
Gross Revenue	6.3	5.8	5.5	5.3
Shares Outstanding (Note 2)	1,399,546	1,390,746	1,167,468	1,111,268
Number of Shareholders	1,447	1,152	815	873
Per Share				
– Earnings (Note 3)				
Pre-tax	\$2.82	\$2.27	\$1.65	\$1.32
After Tax	\$1.40	1.18	.81	.69
– Dividends	\$0.50	0.2875	.225	.20
– Equity	\$8.23	7.38	6.49	5.83
– Working Capital	\$9.07	7.32	6.95	5.78

## Note

1. Results for 1971 have been restated on the deferred tax accounting basis adopted in 1972.
2. The number of shares outstanding has been adjusted to reflect two-for-one stock splits in 1968 and 1972.
3. Per share earnings are based on the average number of shares outstanding during the year.



Eight months ended December 31		Years ended April 30				
1969	1968	1968	1967	1966	1965	1964
25,427,000	12,738,000	16,461,000	15,468,000	14,884,000	10,546,000	8,681,000
1,484,000	704,000	730,000	893,000	775,000	425,000	344,000
693,000	360,000	419,000	465,000	601,000	400,000	317,000
15,779,000	16,450,000	12,991,000	11,851,000	10,613,000	7,816,000	6,006,000
6,235,000	5,821,000	4,551,000	4,798,000	3,954,000	3,032,000	2,505,000
5,935,000	5,392,000	4,050,000	3,652,000	3,323,000	2,260,000	1,877,000
9.4		5.6	7.5	7.3	5.4	5.7
26.2		18.9	25.6	27.8	20.5	20.1
5.8		4.4	5.8	5.2	4.0	4.0
1,111,268		880,200	844,800	844,800	633,600	603,800
819		565	682	741	697	559
Note 4						
\$1.34		\$0.83	\$1.06	\$0.92	\$0.67	\$0.57
.62		.48	.55	.71	.63	.53
.17		.15	.15	.125	.081	.019
5.34		4.60	4.32	3.94	3.56	3.11
5.61		5.17	5.68	4.68	4.79	4.15

4. Because comparisons are not meaningful in respect of the eight month period resulting from the change in the financial year end in 1968, calculated data for this period have been omitted.

5. During the earlier years under review, income taxes were sharply reduced as a result of the carry-forward of previous losses. To maintain a valid basis for comparison, therefore, these percentages have been calculated on the pre-tax earnings rather than the net.



## CORPORATE DIRECTORY

### DIRECTORS

O. H. BARRETT, O.B.E.  
IAN B. CAMPBELL, C.A.  
R. W. CHORLTON  
DEREK A. HANSON  
F. G. HARVEY  
THOMAS LOHNER, Dipl. Ing.  
PETER PAUL SAUNDERS  
D. C. H. STANLEY  
D. L. TORREY  
J. W. WALKER, O.B.E., O.C.

### OFFICERS

J. W. WALKER, O.B.E., O.C.	Chairman of the Board
R. W. CHORLTON	President and Chief Executive Officer
W. F. BARR	Vice President
IAN B. CAMPBELL, C.A.	Vice President and Chief Financial Officer
F. G. HARVEY	Vice President and Secretary
S. M. PETRUSEWICZ	Vice President
R. G. WILLOX	Vice President
P. G. SIMS, C.A.	Treasurer

**BANKERS:** Bank of Montreal • Seattle-First National Bank

**REGISTRARS:** National Trust Company Limited

**TRANSFER AGENT:** The Royal Trust Company

**LEGAL COUNSEL:** Laing, Weldon, Courtois, Clarkson, Parsons, Gonthier and Tétrault

**AUDITORS:** Touche Ross & Co.

**HEAD OFFICE:** 2197 Riverside Drive, Ottawa, Ontario K1H 7X3



## FOREST FIRE CONTROL

In this forestry area, while climatic conditions restricted the number of serious fires in 1973, sales of our equipment were at a high level, particularly from our U.S. subsidiaries. It was also a year of technological progress, and saw a significant vertical expansion of our manufacturing capacity in the acquisition of Chas. Niedner's Sons Limited, Coaticook, Quebec. Plans for the modernization and upgrading of the Niedner's fire hose manufacturing operation are well under way, and when completed will give us a commanding position in the North American market for this specialized product.

New ground was broken by our participation in the September 1973 "LESDREVMASH" Forestry Equipment Exhibition held in Moscow, U.S.S.R., from which a token amount of equipment was sold with an encouraging prospect of repeat orders. Another innovation was the introduction of our largest self-contained fire-fighting trailer unit incorporating a 500-gallon fibreglass tank.

## WOODLANDS

An important aspect of Wajax' involvement in forest industry is the log handling equipment marketed in Western Canada by a specialized Woodlands group. The evolving "dry-sort" tree harvesting technique, moving away from the traditional water-borne log handling methods, achieves greater production as well as environmental protection by the use of sophisticated machinery such as the huge Marathon-LeTourneau log stacker and the versatile Barko hydraulic loader and sorter. Our profitable sales of this equipment in 1973 represent only a fraction of the potential future demand.





## MATERIALS HANDLING

Demand for materials handling equipment was at a record level in 1973, and Wajax maintained a substantial share of this rapidly growing market. Hyster Company, our principal supplier, experienced considerable difficulty in meeting this demand from its Canadian plant, but was able in addition to call upon other manufacturing resources in the United States and the U.K.

The range of Hyster equipment offered was broadened by the addition of a whole new line of narrow-aisle reach, straddle and platform trucks designed for warehouse service. These machines, complementing the heavier rider-type outdoor lift trucks closely associated with the Hyster name, cover the total handling requirements of the warehousing and distributing industries, with particular emphasis on food distribution. The high-level order picker units introduced last year continued to attract substantial orders.

There was also good progress in the field of containerization where the very large Hyster lift trucks and Marathon-LeTourneau straddle carriers are enjoying excellent acceptance. New for 1974 will be two smaller models of the Hyster "Pioneer" series, extra ruggedly built to cope with the roughest type of logging and construction operations.





## CONSTRUCTION EQUIPMENT

Continued steady growth was the keynote of our 1973 construction equipment program, but this growth was high-lighted by the outstanding performance of our Ditch Witch sales force. Produced by the Charles Machine Works of Perry, Oklahoma, the Ditch Witch line of powered digging and trenching equipment fully justified the sales effort expended.

After a moderately successful sales year with the Austin-Western crane and grader lines it was decided early in 1974 to withdraw from this field, as well as the related Lima crane and shovel account, in order to eliminate certain conflicts of interest and to concentrate our resources in areas with a higher profit potential.

Good penetration of the construction market was achieved with the Pitman "Hydra-Lift" and SKB auxiliary truck cranes, assembled under licence in our Smith Bros. plant, and with Omark Prentice hydraulic loading equipment.

There was sustained emphasis upon concrete placement, the Heede tower crane continuing to enjoy pride of place in Western Canada, complemented by the rugged Schwing concrete pump which enjoys increasing acceptance in the East. The buoyancy of this market supported a continuing demand for auxiliary equipment such as concrete mixers, buckets, vibrators and trowels, while winter operations were made possible by the use of Master space heaters, large numbers of which are offered on a sale or rental basis. Particularly vigorous activity is being stimulated by the Tar Sands projects in Alberta, which has prompted the opening of a small branch in Fort McMurray.

*Baldwin, Lima  
Hamilton, dw of  
Ugah equip*





## WAJAX LIMITED & SUBSIDIARIES

### WAJAX INDUSTRIES LIMITED

11 Pettipas Drive, Dartmouth, N.S.  
295 Joliette St., Seven Islands, Que.  
4165 Blvd. Hamel West, Quebec, Que.  
6555 Cote de Liesse, Montreal, Que.  
2114 Scott St., Ottawa, Ont.  
32 Progress Ave., Toronto, Ont.  
7390 Woodbine Ave., Toronto, Ont.  
163 Wicksteed Ave., Toronto, Ont.  
1780 Midland Ave., Toronto, Ont.  
425 Millen Rd., Hamilton, Ont.  
1260 Brookes St., North Bay, Ont.  
1870 Ellice Ave., Winnipeg, Man.  
Severn at Seal, Thompson, Man.  
McMurray Terminals Bldg., Fort McMurray, Alta.  
6210 97th St., Edmonton, Alta.  
5513 3rd St., S.E., Calgary, Alta.  
1101 20th Ave., N., Cranbrook, B.C.  
2244 Nicholson, Prince George, B.C.  
1441 Clark Drive, Vancouver, B.C.  
320 Industrial Ave., Vancouver, B.C.  
656 Pine St., Nanaimo, B.C.

### WAJAX INTERNATIONAL LIMITED

32 Progress Ave., Toronto, Ont.

### WAJAX MANUFACTURING LIMITED

6517 Cote de Liesse, Montreal, Que.

### CHAS. NIEDNER'S SONS LIMITED

190 Cutting St., Coaticook, Que.

### NIEDNER'S COMPANY INC.

65 Clinton St., Malden, Mass.

### PACIFIC PUMPERS INC.

227 Andover Park E., Seattle, Wash.

### WILCO FIRE EQUIPMENT CO.

730 S.E. Powell, Portland, Ore.

### SMITH BROS. MOTOR BODIES LIMITED

7400 Woodbine Ave., Toronto, Ont.

### WATEROUS GM DIESEL LIMITED

10025 51st Ave., Edmonton, Alta.  
404 42nd Ave., S.E., Calgary, Alta.  
10906 97th Ave., Grande Prairie, Alta.





- HEAD OFFICE
- SALES & SERVICE
- ▲ MANUFACTURING





## OPERATIONS, DIVISION AND STAFF MANAGERS

### WAJAX LIMITED

R. H. Godfrey, Market Administration  
K. S. Newman, Internal Controller

### WAJAX INDUSTRIES LIMITED

R. G. Willox, Vice President, Eastern Operations  
W. F. Barr, Vice President, Western Operations  
J. A. Crawford, Eastern Region  
G. R. Donaldson, Western Region  
J. E. Matthews, Mid-West  
H. R. Decaire, Engineered Products  
G. D. Kennedy, Milling  
R. A. Bowie, Mining & Woodlands, Western  
M. H. O'Neill, Controller, Eastern  
G. E. Edwards, Controller, Western

#### Branches:

Dartmouth  
Seven Islands, Que.  
Quebec, Que.  
Montreal, Que.

Ottawa, Ont.  
Toronto, Ont.

Hamilton, Ont.  
North Bay, Ont.  
Winnipeg, Man.  
Thompson, Man.  
Calgary, Alta.  
Edmonton, Alta.

Fort McMurray, Alta.  
Cranbrook, B.C.  
Prince George, B.C.  
Vancouver, B.C.

Nanaimo, B.C.

P. Yaccato  
E. W. MacEachern  
M. Villemure  
M. Berthiaume  
R. N. Deslauriers  
H. H. Henley  
V. R. Lang  
D. J. Stewart  
J. P. Vinet  
R. T. Wade  
C. Koneczny  
G. A. Cunningham  
R. Howard  
D. Russell  
G. W. Shipley  
A. J. Wilson  
W. Pearce  
A. Klus  
J. E. Matthews  
R. D. Johannesen  
W. Dam  
K. F. Peters  
R. A. Sayer  
D. Macdonald  
T. Hughes  
D. Robertson  
G. L. Goodman  
R. Hammersley  
R. L. McMillan  
K. E. Perry  
M. B. Steele  
H. D. Stevenson  
J. Hodgson

### WATEROUS GM DIESEL LIMITED

Ian Robertson, President & General Manager  
A. Zygun, Vice President, Sales  
S. T. Kendrick, Vice President, Parts & Service  
C. T. Bezo, Treasurer

#### Branches:

Calgary, Alta.  
Grande Prairie, Alta.

A. Schultz  
M. Rorem  
A. Harmsen

### SMITH BROS. MOTOR BODIES LIMITED

G. H. Good, Vice President & General Manager  
R. A. Brown, Vice President, Marketing  
B. Brandt, Chief Engineer  
P. West, Production  
A. Koene, Materials  
H. H. Erickson, Controller

### WAJAX MANUFACTURING LIMITED

S. M. Petruszewicz, Vice President  
D. B. Turner, General Manager  
R. Davies, Sales

### CHAS. NIEDNER'S SONS LIMITED

G. W. Laming, Vice President & General Manager  
H. G. Edwards, Manufacturing

### WAJAX INTERNATIONAL LIMITED

G. A. A. Hunter, Vice President  
J. Luard, Sales

### PACIFIC PUMPERS INC.

E. Engelhardt, Vice President

### WILCO FIRE EQUIPMENT CO.

C. Stratton, Vice President

### NIEDNER'S COMPANY INC.

T. Coleman, General Manager







